

15th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo of the Month See Page 14

In This Issue:

May, 1955

**NERSICA Convention Complete Report
Big Corkboard Roof Job**



The new Barrett-Roofed Pier 57, W. 15th St. & Hudson River, New York • Architect: Madigan - Hyland
General Contractor: Corbetta Construction Co. Roofer: United Roofing & Waterproofing Corp.

Pier-heliport . . . as foreseen in 1944 by our "Buck Rogers Department"

Eleven years ago, Barrett published a series of functional roof projects in the form of institutional ads. One of these projects, developed for us by Architect Caleb Hornbostel, was a "shuttle airport" utilizing the roof area of a riverfront section for helicopter taxi service.

At the time, we recall, some of our friends tapped their foreheads significantly and hinted that our "Buck Rogers Department" was working overtime.

But reality has caught up with us, and today the Grace Line can boast the world's first pier-heliport, located at W. 15th St. and the Hudson River in New York City.

We are proud of having pioneered such an idea so many years before its successful application. And we are de-

lighted, of course, that the new pier-heliport, like so many modern structures, enjoys the protection of a Barrett Built-Up Roof. BARRETT DIVISION, Allied Chemical & Dye Corporation, 40 Rector St., New York 6, N. Y., 205 W. Wacker Drive, Chicago 6, Ill., 36th St. & Grays Ferry Ave., Phila. 46, Pa., 1327 Erie St., Birmingham 8, Ala., 2111 Melrose Bldg., Houston 2, Tex.



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OVER 100 YEARS OF EXPERIENCE

Literally the LAST WORD in Roofing!

"Last Word" because these shingles make a *permanent* roof that cannot rust, rot or wear out. Heat-reflective... hurricane-proved (see below)! And unsurpassed for beauty!

This Wood Grain finish, or handsome Stipple-Embossed!

REYNOLDS ALUMINUM MASTER SHINGLES (SHADOW-CUP DESIGN)

Self-aligning, interlocking, with anti-capillary side lap... all nails concealed. 14" x 8" exposed surface, 3/8" shadow line depth. They go up fast. Exceptionally weathertight. They reflect up to 95% of radiant heat... keep interiors as much as 15° cooler in summer, warmer in winter! Reynolds Metals Company, Building Products Division, 2034 S. 9th St., Louisville 1, Ky.



Reynolds *Lifetime* Aluminum Shingles on this house stood full force of Hurricanes Carol and Edna—no damage. Plenty of roof damage on property all around!

Hottest-selling Insulation!



REYNOLDS ALUMINUM REFLECTIVE INSULATION

Quickest, easiest to apply, this embossed aluminum foil material has brightest appeal to customers. Send coupon for facts, samples.

Extra Sale, Sure as Rain!



REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

For new houses without gutters, for old houses with rusted gutters... just show a sample and you've made a sale! Half-round and Ogee.

Depend on rustproof Reynolds *Lifetime* Aluminum Nails—all types... and on Reynolds *Lifetime* Aluminum Flashing, coil or flat!

FOR MORE NAMES ON
YOUR DOTTED LINES,
PUT YOUR NAME HERE.

Tune in "MR. PEEPERS," Sundays NBC-TV—your customers do.

Reynolds Metals Company, Building Products Division,
2004 South 9th Street, Louisville 1, Ky.
Please send me full information on:

☐ Insulation ☐ Gutters ☐ Shingles ☐ Nails ☐ Flashing

Name

Address

City State

REYNOLDS ALUMINUM BUILDING PRODUCTS

Compare!

Feature-for-Feature RUBEROID COLOR-GRAINED ASBESTOS-CEMENT SIDING Means More Sales and Profits for You

Dealers and siding applicators everywhere are learning that Ruberoid's Color-Grained Siding is the big 1955 sales and profit line . . . because Ruberoid's Color-Grained Siding has every important product feature. Check them yourself:



① COLOR RANGE—Color-Grained Siding has it!

The nine new, 1955, decorator designed colors (plus textured White) are the brightest, most dramatic on the market.



② COLOR DEPTH—Color-Grained Siding has it!

Irregularly striated color lines create an exciting three dimensional effect . . . color-grained siding sells faster because of its rich, custom-designed appearance.



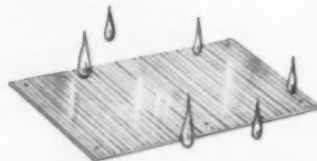
③ DIMENSIONAL STABILITY—Color-Grained Siding has it!

The autoclave high-pressure steam curing process eliminates shrinkage . . . color-grained siding is applied tight and stays tight.



④ DUROC® SURFACING—Color-Grained Siding

has it! Duroc®, the finest in resin finishes, seals the surface . . . "locks" the color in. Dirt washes off quickly and easily. Duroc® keeps color-grained siding "new" for years and years.



⑤ SILICONE TREATMENT—Color-Grained Siding

has it! Science's newest water repellent chemical. A color-grained siding extra.

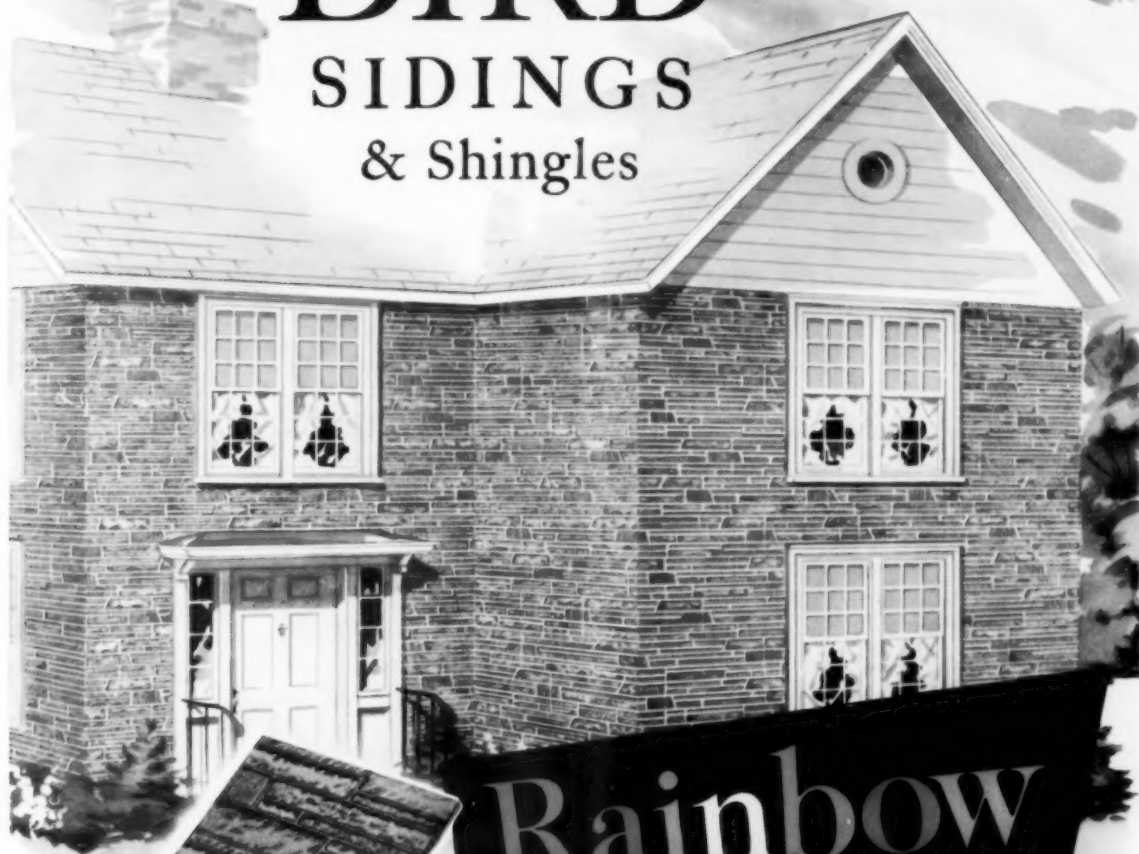
There's no doubt about it. Color-Grained Asbestos Siding is a sales leader because Ruberoid puts more value and sales appeal into it.

Call your Ruberoid representative today and see these advantages demonstrated . . . prove to yourself why Ruberoid's Color-Grained Siding is the fastest selling, biggest profit siding in the industry today.

The **RUBEROID Co.**

ASPHALT AND ASBESTOS BUILDING MATERIALS

BIRD SIDINGS & Shingles



Rainbow Colors

A SUREFIRE MERCHANDISING FEATURE IS COLOR

in selling insulating siding today. You will get the most out of color when you sell BIRD's *Rainbow Colors*.

For just as BIRD has always led the siding industry in dramatic new fast-selling designs, BIRD is also the leader in color.

Everyday, more and more homeowners are making their siding selection from the wide, wide range of BIRD Siding *Rainbow Colors* . . . from smart, brilliant tones to delicate pastels.

Ask your distributor today for further details, or write BIRD & SON, inc., Dept. AR-5, East Walpole, Massachusetts.

QUALITY PRODUCTS SINCE 1795



EAST WALPOLE, MASS., NEW YORK, N. Y., CHICAGO, ILL., SHREVEPORT, LA.

No Matter What The Product... You NEED Up-To-Date Information

Get It **HERE!**

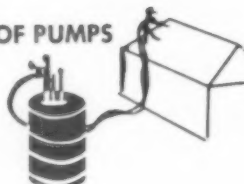
SHINGLES



SIDING



ROOF PUMPS



ROOF DRAINS



GUTTERS — DOWNSPOUTS



KETTLE



Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive **FREE** the latest **BOOKLETS**, catalogues, information and details from the manufacturers. Do It **NOW** while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

FELT LAYING
MACHINES

ROOF SCRAPERS



Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- | | | |
|--|---|--|
| <input type="checkbox"/> 1. Aluminum Roofing | <input type="checkbox"/> 28. Hoists & Derricks | <input type="checkbox"/> 67. Repellent, Bird |
| <input type="checkbox"/> 38. Aluminum Siding | <input type="checkbox"/> 29. Hot Stuff | <input type="checkbox"/> 44. Roof Coatings |
| <input type="checkbox"/> 91. Artificial Brick Siding | <input type="checkbox"/> 30. Insulation, Board | <input type="checkbox"/> 51. Roof Pumps |
| <input type="checkbox"/> 4. Asbestos Siding | <input type="checkbox"/> 68. Insulating Siding | <input type="checkbox"/> 48. Scaffolding |
| <input type="checkbox"/> 7. Asphalt Siding | <input type="checkbox"/> 74. Insulation, Reflective | <input type="checkbox"/> 49. Scrapers, Roof, Hand & Mechanical |
| <input type="checkbox"/> 10. Brackets, Ladder | <input type="checkbox"/> 34. Kettles and Pumps | <input type="checkbox"/> 53. Snow Guards |
| <input type="checkbox"/> 24. Bulk Haulage Tanks | <input type="checkbox"/> 36. Knives, Roofing | <input type="checkbox"/> 69. Sprayed Sidewall Resurfacers |
| <input type="checkbox"/> 71. Burn Preventatives | <input type="checkbox"/> 37. Ladders | <input type="checkbox"/> 59. Tools, Catalogs of |
| <input type="checkbox"/> 14. Caulking Compounds and Guns | <input type="checkbox"/> 39. Louvers | <input type="checkbox"/> 60. Underlayment for Roofing & Siding |
| <input type="checkbox"/> 19. Cold Process Roofing | <input type="checkbox"/> 40. Membrane Fabric | |
| <input type="checkbox"/> 35. Copper Flashing | <input type="checkbox"/> 41. Mops and Yarns | |
| <input type="checkbox"/> 17. Corner Strips | <input type="checkbox"/> 42. Nails and Screws | |
| <input type="checkbox"/> 16. Cutters, Shingle & Siding | | |
| <input type="checkbox"/> 23. Drains Roof | | |
| <input type="checkbox"/> 25. Felt Laying Machines | | |
| <input type="checkbox"/> 64. Flashing Fabric | | |
| <input type="checkbox"/> 27. Gutters, Eaves Trough, Leaders & Downspouts | | |

Other Items _____

May, 1955.....

Name

Firm

I am a.....

....☐ Contractor;....☐ Dist.;....☐ Mfr.

Address

..are you FACING DEFECTS?

1 Does your manufacturer send you a pair of tin-snips with his siding?

WE DON'T

We don't have to . . . we "factory-notch" the ends of every siding panel. This gives for a rapid neat and clean job. Ask your applicator which he prefers!

2 Does your manufacturer carefully roller coat and bake his enamel just before he forms the siding?

WE DON'T

We apply our primer, paint and fire-bake AFTER FORMING, completely eliminating the possibilities of microscopic cracks and fractures that undermine the paint on the siding and eventually undermine the job and your business.

3 Does your manufacturer give you Good Excuses for the waviness of his panels?

WE DON'T

Because . . . we "Unger-Level" our Aluminum. Too, we don't bake our Siding in extreme heat to create waviness . . . we use 4 ovens and 4 lines to turn out our volume . . . controlled heat for quality.



KOVERLUM IS SIMPLE TO INSTALL. SAVE TIME AND LABOR WHEN YOU NEED IT MOST . . . AT THE PEAK OF THE SEASON.



EVERY JOB IS NEAT, TIGHT AND PRECISE. THE LOOK OF BEAUTY IS AUTOMATIC WITH KOVERLUM.



4 Does your manufacturer use the tried and true methods of rolling and spraying his paint onto his siding?

WE DON'T

We achieve the fullest, most complete bond between paint and metal by electrostatic sprays which magnetize the atomized paint and seal it to the Aluminum. We use most modern equipment available.

5 Does your manufacturer ship his siding to you by horse and buggy?

WE DON'T

ROUND OUT YOUR LINE!

Write For Samples Today

KOVERLUM INSULATED. . . The Aluminum Siding with weather-boarding already attached! Comes in ONE piece ready to nail.

KOVERLUM STRIATED. . . Our own EXCLUSIVE design. The *only* dirt-proof Aluminum Siding on the market today. Cannot be imitated!

U. S. ALUMINUM SIDING CORP.

2725 W. Fullerton Avenue

Chicago 47, Illinois

Kover Lum

Dickens 2-9500



Eliminate Use of Beams, Derricks on Most 1 and 2-story jobs

with

NEW LITE-LIFT

(Patent No. 2628071)

VERSATILE — Hangs on any two rungs of Ladder.

SAFE — Rope always passes through two rungs of Ladder. No swaying. No bumping of Ladder.

WELL-BUILT — Steel frame with shock-resisting light-weight alloy wheel installed with sealed dual ball-bearings. Weight, only 12½ lbs.



A MUST for EVERY CREW

**SPECIAL
INTRODUCTORY OFFER**

\$24.95 PREPAID TO ANY POINT U. S. — CASH WITH ORDER

Write, wire or phone for more information

ROOFMASTER PRODUCTS CO.

3538 Fowler St., Los Angeles 63, Cal.
Telephone: ANgelus 1-5122

Mica-armored LAYKOLD® FIBRECOAT gives longer-lasting roof protection

Fibrecoat is factory-compounded with pure asphalt and mica flakes to form a tough, durable coating that gives unsurpassed protection, as proved by Bureau of Standards Tests. Easily meets Military Specification MIL-R-3472.

at lower costs

The low cost of Fibrecoat in drum or bulk quantities, plus the ease and economy of cold application, provides greater protection at lower cost than any other material now available.

and FIBRECOAT goes on easier

Applied cold with spray or brush, Laykold Fibrecoat gives 50% faster application, by large-job competitive tests. Bonds readily to either dry or damp surfaces.

FIBRECOAT comes in fast colors of BLACK, RED or GREEN

WRITE FOR TECHNICAL BULLETIN

**AMERICAN
Bitumuls & Asphalt
COMPANY**

200 BUSH STREET, SAN FRANCISCO 4, CALIFORNIA

E. Providence 14, R. I.	Perth Amboy, N. J.	Baltimore 2, Md.	Mobile, Ala.
Tucson, Ariz.	Seattle, Wash.	Baton Rouge 2, La.	St. Louis 17, Mo.
Columbus 15, Ohio	Portland 7, Ore.	Washington 6, D. C.	San Juan 23, P. R.
Inglewood, Calif.	Oakland 1, Calif.		

**FOR EXPOSED
METAL SURFACES**

FOR ROOFS

FOR METAL BUILDINGS

FOR METAL TANKS

"RESULTS HAVE BEEN ASTOUNDING with Gold Bond's Pitch Book!"

Say **R. B. LOUGH**, President, (top) and
OTTO F. HERALD, Field Manager, (bottom). Lough Bros.
Roofing & Siding Co., Inc., Terre Haute, Ind.



"Your Gold Bond Pitch Book has provided us with the necessary tool to convert prospects into customers," writes Mr. Herald, "and the results in my group have been astounding. More than 50% of the homes in which the Pitch Book has been shown have either been sold or are good prospects. Thanks for your

aggressive help to the contractor's salesmen!"

Put the Gold Bond Pitch Book to work closing more sales for you! This valuable sales aid gives you a fast, dramatic sales story told in pictures. For full details on the Gold Bond Pitch Book, call your Gold Bond representative today—or write to Dept AR-55:

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Build better with
Gold Bond



Chroma-Tex
Siding
Shingles



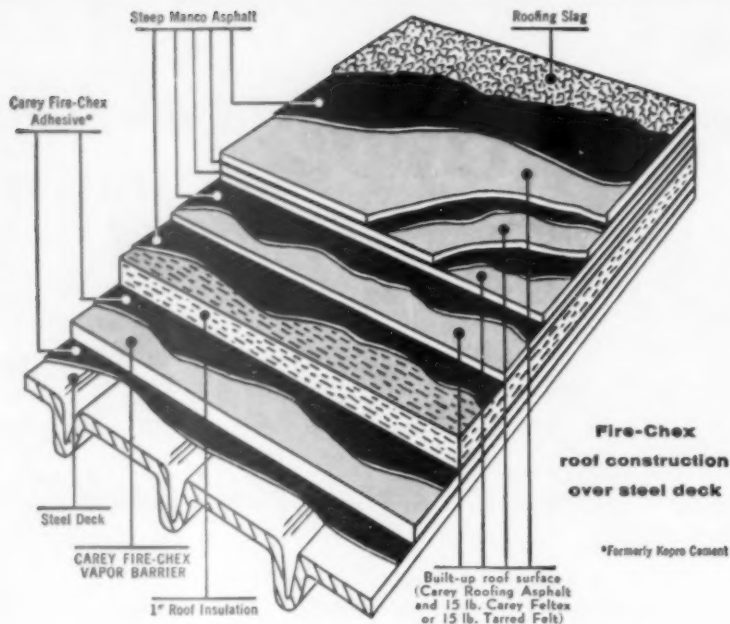
Wood Grain
Siding
Shingles



Dutch Lap
Roofing
Shingles

... CHROMA-TEX SHINGLES

Removes all doubt
about the
fire-safety
of built-up roofing!



Carey Fire-Chex Asbestos-Plastic Vapor Barrier



Application is Easy—

Simply apply Carey Fire-Chex Adhesive* with brush or spray over entire deck. When adhesive becomes tacky...

Apply a full 36" wide sheet of Fire-Chex Vapor Barrier, sanded side to deck. Allow 3" side lap, 6" end lap.

Seal both ends securely with Fire-Chex Adhesive. Continue application, lapping each sheet 3". Now apply insulation and built-up roofing.

In Carey FIRE-CHEX, you have a vapor barrier that *does not contribute to fire and cause it to spread!* Even when installed over a standard steel deck that becomes red-hot in a fire, FIRE-CHEX remains intact—*does not release melting asphalt and excessive gases!* Product of over a million dollars invested in development, tests prove FIRE-CHEX removes all doubt about fire-safety in built-up roofing.

Don't let your customers take chances with ordinary, hazardous vapor barriers that have been responsible for multi-million-dollar industrial plant fires. FIRE-CHEX assures priceless protection for buildings—and is available for just a few cents more per square than the conventional type.

Write today for a sample of this Carey dependable product, and for your copy of the FIRE-CHEX Specification Sheet. Or, request a Carey Industrial Sales Engineer to call. Address Dept. ARS-5.



Serving Industry, Farm and Home Since 1873

Carey

Asbestos-Plastic
Fire-Chex Vapor Barrier
...does not contribute to fire!

THE PHILIP CAREY MANUFACTURING CO.
Lockland, Cincinnati 15, Ohio
In Canada: The Philip Carey Co., Ltd., Montreal 3, P. Q.

Nailing It Down

In each 10 years that sees the construction of a vast amount of new housing there is a vast amount of home repair and remodelling work awaiting
(Continued on Page 24)

(Continued on Page 24)

- ★ Roofing
- ★ Siding
- ★ Insulating
- ★ Waterproofing

AMERICAN ROOFER & SIDING CONTRACTOR

45th Year

No. 5

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★ ★

ARTHUR KUSHNER, Asst. Editor

BPA

VOLUMES ARE ALSO AVAILABLE ON MICROFILM.

This demonstration shows how Johns-Manville Shingles can make your selling job easier

In this actual photograph, notice that the water from the hose is spraying equally on both sides of the Colorbestos Siding Shingles. But what a difference! The side that is Silicone Sealed repels water. It doesn't darken or change color.



J-M Colorbestos Shingles are **Silicone-Sealed** to shed water, resist soiling and discoloration

New Colorbestos Shingles have been developed by Johns-Manville to offer the ideal combination of function and beauty to meet today's architectural designs.

Made of Asbestos and cement, they are fireproof, rotproof, never need paint to preserve them. And, thanks to the new wonder chemical, Silicone, they are virtually self-cleaning. Water rolls right off, no dirt deposits are left behind.

As for beauty, the random-ribbed, striated pattern and soft pastel colors of these shingles

offer a distinctive new style. When applied with J-M Shingle Backer, they cast heavy shadow lines which accent each course and add character to the house.

Because Colorbestos Shingles are 32" wide, they save time and money in application . . . there are fewer shingles to handle per square.

Keep up with the times. Offer Silicone-Sealed Colorbestos Shingles for lasting beauty and economy. For more information, write Johns-Manville, Box 111, New York 16, N. Y.



Johns-Manville sponsors "Meet the Press" alternate Sundays on NBC-TV. We invite you to tune in.

Johns-Manville



AMERICAN ROOFER & SIDING CONTRACTOR

May

1955

Mechanization in built-up roofing, II:

Evaluating the major types of equipment

Our presentation of "The Forum Bombshell" continues this month with the concluding section of Dr. Lund's history-making speech marking the opening of the mechanized era in built-up roofing. NERSICA has available a limited number of transcripts of the entire forum at \$5 a copy. (12 E. 41st St., N. Y., N. Y.) (NERSICA Built-Up Roofing Forum was held in Chicago, March 14, 15 and 16, 1955)

Felt Laying Machines:

The cost of a felt layer machine may vary from \$250 to \$365, and is not recommended on roofs having a pitch exceeding 1 inch per foot. Felt layers having adjustable legs are now being introduced on the market for use on steeper pitched roofs. It requires an operator and a helper who supplies the pitch or asphalt and also new rolls of felts to the machine. Uniform application of the bitumen is obtained with the felt immediately applied before the bitumen has had an opportunity of cooling. Under the proper operating conditions, better adhesion between felts is obtained with the eliminations of fishmouths, dry spots and blisters. It may be used for application of vapor seal course and the mopping down of insulation board.

Precautions must be exercised so

By DR. C. E. LUND
Assistant Director
Experimental Station
University of Minnesota
Minneapolis, Minn.

that the reservoir does not become empty; the orifices feeding the bitumen do not become clogged; and that the mops are replaced whenever necessary. The felt layer may be used to flood the final coat by the adjustment of the orifices. Approximately 2500 to 5000 squares can be applied before replacement of the mop which costs \$7.50 to \$10.00. Its use is recommended for jobs of 50 to 100 squares or more. A saving in labor of 25 percent or more has been realized in its use. Greater savings in labor have been shown for laying down in the insulation and applying the flood coat. Felt and flashing cutters are available at a reasonable price for cutting materials into different widths for flash, gravel stops, seal of fan insulation and so forth. This machine can be used on the job or in the warehouse. They are available as hand or power operated and will cut and reroll strips in even compact rolls. More uniform strips may be obtained

with a considerable reduction in labor and possible savings in damaged felts.
Pitch or Asphalt Pumps:

The pump selected should be applicable for both pitch and asphalt. Preferably a separate pump for each type should be used unless precautions are taken to thoroughly clean it before changing from one type to another. The average pump has a capacity of approximately 25 gallons per minute and will pump to heights of 100 feet or more. Pumps should be used with two ground kettles in order to maintain a constant temperature when refilling. This reduces the possibility of cooling the bitumen below the recommended temperature and provides a continuous supply of the "hot stuff". Continuous recirculation through the "up" and "down" line should be maintained during application.

As I understand, there are other methods also. Let's not confine ourselves to one specific type. This show will show you different methods. I am not going to enter into it. That is an attempt for you to exercise your own judgment.

The cost of a pump will vary from
(Continued on Page 33)



Corkboard insulation was hoisted to the various roof levels via a simple rope and pulley arrangement. Pitch was heated in kettles located at various roof levels, as at left, and hoisted to the highest roofs in buckets. Note, left, a group of boards going up unboxed in a single loop of rope. Lightness, resistance and stiffness of the corkboard made unboxed hoisting easy.

Corkboard roof applied to new hospital insures quiet

Photo of The Month

WHEN the City of New York drew up its specifications for the roof structures of the new Elmhurst General Hospital in the Borough of Queens, it allowed for no alternatives on the use of cork insulation. The resiliency and high insulating powers of corkboard, plus the quiet which such a roof would assure, can be indicated as some of the reasons for choosing this form of insulation for a hospital roof.

Corkboard was laid over the cement roof deck with a hot pitch bond. The mechanic in our Photo of The Month is shown cutting corkboard around an air vent hole on the roof. The material is easy to cut with a roofing knife.

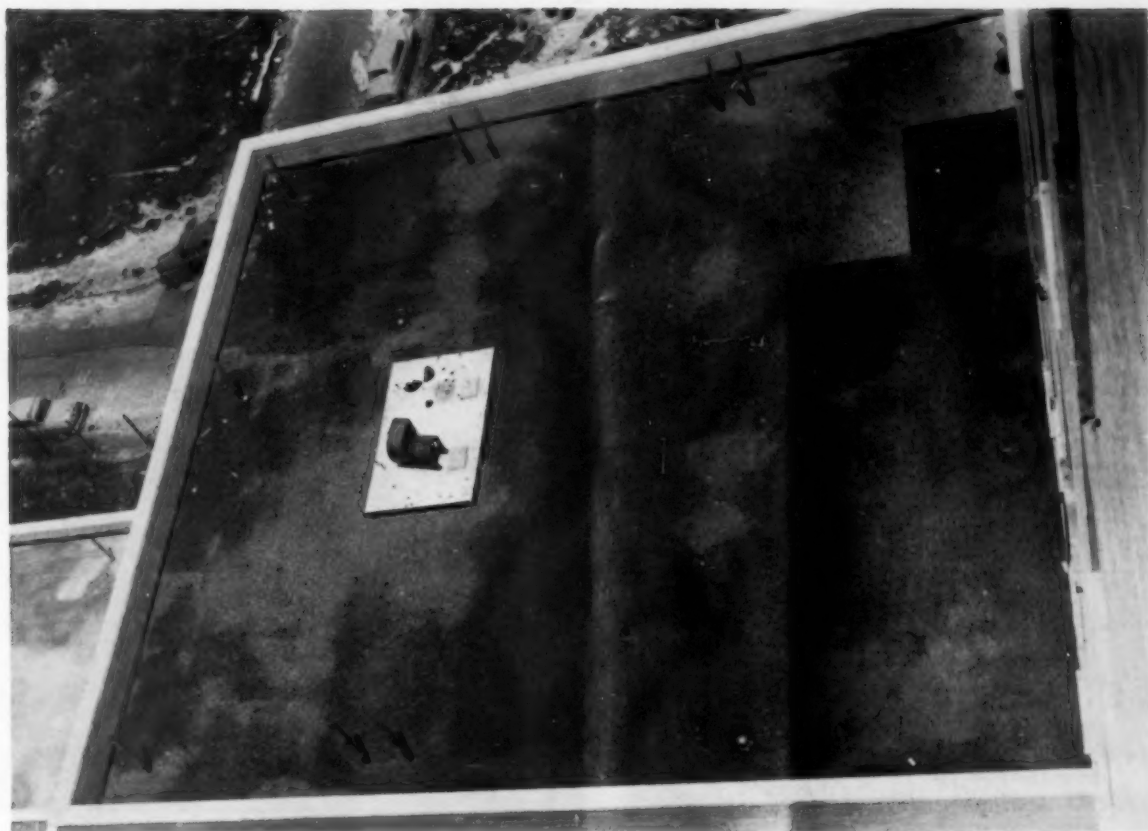
The main hospital building is fourteen stories high. Counting various elevations and annexes there are a total of forty-two roofs on Elmhurst General Hospital, all of which have corkboard insulation. One of the main roof sections is seen, just about at completion, in the upper-right hand photo on the next page. Note that the finish is gravel set in pitch, applied on top of black felt.

Rector Corkboard, sold by Rector Mineral Trading Corporation, was used throughout the 1050 squares of this big job. Sobel & Kraus, Roofing & Sheet Metal Contractors of N. Y., applied the roofing. The General Contractor was Depot Construction Corporation, of Long Island City, New York. The Architects were York & Sawyer, and the engineers, Fellheimer & Wagner, of N. Y. C.



(All photos on these pages taken by Irving J. Pasternack.)

Board was placed on strategic sections of roof in advance of laying. Black felt flashing was cemented to side of wall before laying first course of corkboard.



A finished roof section is seen from above. Note gravel set in pitch.



Mechanics broomed in cement deck with hot pitch preparatory to laying corkboard. Note overlap method of applying board. Method of laying prevents irregularities and makes for a tighter roof.



After corkboard has been applied black felt was laid in overlapping method and cemented in. The overlap system gives better water-proofing and insures tighter insulation.

How to get a siding prospect

The Insulating Siding Association's new sales and application procedures are the best organization of this material yet seen by the editors of this magazine. Through the courtesy of R. G. Breeden the material from their latest publications is reprinted below. Application data follows in future issues. The first article in this series appeared last month.

IT IS very easy to tell a suspect from a prospect in selling siding. If he has a building that needs exterior improvement and is qualified to pay for it, you have a prospect. All others are suspects. To reach these prospects, the oldest and still the most effective way is by personal door-to-door canvassing.

There are two other very effective methods, namely, telephone canvassing and leads from satisfied customers. Canvassers can be easily hired. All they have to do for the contractor is to supply the leads together with an appointment date and time so the contractor or his closer can complete the sale. The canvasser's compensation can be a percentage of the gross amount of the sale or a flat rate per sale. There are many women with idle time on their hands that can do personal or telephone canvassing with much profit to themselves and the contractor.

In directing the work of your canvassers there are many helpful ways in which you can help them and yourselves to more sales. Get property owner lists for them to call, work the chain idea i.e. . . . call only farmers, truck drivers, grocers, etc. . . . When you make a sale to one or more farmers, it helps solicit others. Most important of all, have them canvass out the entire neighborhood around any job that is going on and refer prospects to it. What could be better than an actual sale and a satisfied customer. Siding sales are contagious—if you make them so.

How to "Spot" a Good Siding Prospects

A sign of neglect or deterioration is a sure sign that you can easily

interest the owner in siding. Paint peeling off the wood; cracks or rotted portions in the wood; cracked or deteriorating stucco—these are some of the more obvious indications that you can see from outdoors. Any one of them means expense to the owner. You can sell freedom from this future expense with insulating siding.

When you first enter the home, look around the window frames for dirt streaks caused by air infiltration. This is a sign that caulking must be done—and once you start talking about making the wall weathertight, you are on the threshold of a complete siding story. Another sign of trouble is water marks on plaster or wallpaper, indicating a leak in the roof or in the wall (especially under the windows).

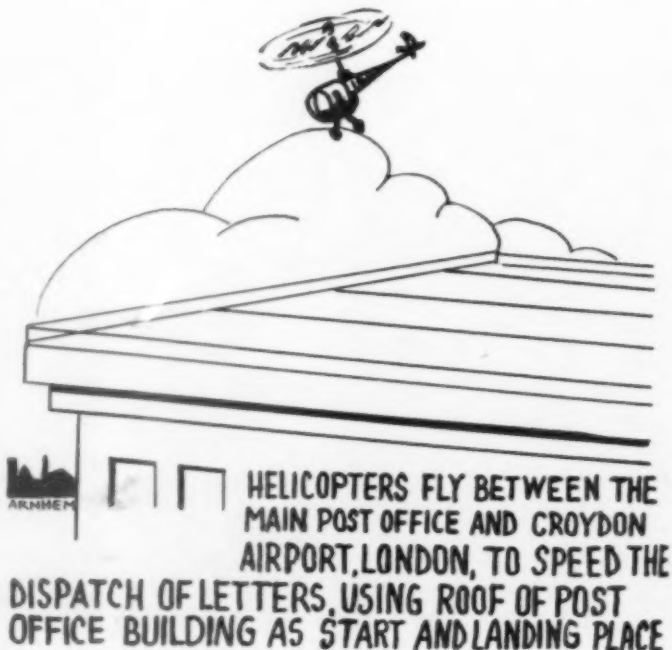
Advertising Aids in Selling Insulating Siding

There are many mediums of advertising open to you and we have thoroughly surveyed and explored them as they pertain specifically to insulating siding. We are listing below those which have value. The list of those without value would be much larger, so we respectfully state that no time or money should be wasted on them. Concentrate on those in the list below:

1. Direct mail; letters, folders, circulars, booklets, reply cards.
2. Newspaper; illustrated ads, classified ads.
3. Job signs. Every job should be

(Continued on Page 25)

Covering The World . . .



Arnhem



Top: Elmer Dittmer, Philip Carey, asks a question from the floor.

Jack Weber
Don Carter

Dr. C. E. Lund
John B. Caldwell

Charles N. Griffiths

Glenn C. Fry

Above: Tues. A.M. forum: Standing, I. Frank Maloney, Hauck, r., B. Willens, Aeroil. Seated, from left: Don Carter, Hauck, Charles N. Griffiths, forum moderator, Jack Weber, Aeroil.

B-U forum maps mechanized era as NERSICA hosts record 7,000

NERSICA'S Home Improvement Show hit an all-time attendance peak when, according to C. N. Nichols, managing director of Nersica, approximately 7,000 persons from 39 States attended the 1955 convention in the Hotel Sherman at Chicago, March 13th through 16th.

This marked the first time the show had been held in a western city. In former years the convention had either been held in New York or in the East.

Nersica officials decided to "go west" in the hope that it would attract a bigger national attendance. Since the '55 show has been labeled the most successful ever held, the shift must be regarded as a smart move.

The Built-Up Roofing Forum was practically a sell-out during its three-day, four-session run. Roofing and siding contractors who attended got a complete course on "Mechanization In Built-Up Roofing." Speeches were presented from three viewpoints: the research laboratory, as represented by Dr. Lund; the manufacturers, as represented by companies making mechanized equipment; and contractors, as represented by companies which have successfully used mechanized equipment.

What the contractors who attended heard was of a development in built-up roofing that amounts at last to a quiet revolution in this field. The vast proliferation of large one-story buildings in industrial use has made profitable the development and use of equipment which could quickly install large areas of roof. Mechanization is now seen also, as at least a partial answer to the ever-constant problem of getting and keeping skilled roofing mechanics.

Dr. C. E. Lund, the University of Minnesota research professor, once again chaired the meetings. His introductory lecture put the academic stamp of certification on the vast changes which have taken place in the industry.

[Dr. Lund's speech, a major commentary on the modern developments in mechanization, is

printed in part in the April, 1955 issue of AR & SC and concluded in another section of this issue.]

John B. Caldwell, President, A. G. Stafford Co., which employs about a 100 people, gave a complete picture of what the modern roofing company can accomplish with labor-saving devices. Glenn C. Fry, Bonded Applicators, Inc., who has been in the roofing business only since 1948, gave among other sources of much information on mechanization: "timely articles from our AMERICAN ROOFER Magazine."

Separation of Areas Approved

This seemed to be the year for changes in procedure and customs and

(Continued on Page 18)

Right: Four booths that displayed roofing, siding materials, or such necessary accessories as louvers and metal corner strips: Top—Flintkote, Bird & Sons, Bottom—Leslie Louver Welding Co.—Edco Products, Inc.





"Bud" Johnson, r., demonstrates roof leak detection meter, to Frank Frey, l., at David Levow booth.



Calbar Paint & Varnish Co., L. D. B. Thompson, Sales Rep. holds a caulking gun, as E. A. Davenport, Chicago District Sales Mgr. looks on.



The President of Aegis Laboratories, Inc. demonstrates a pigeon and starling control application device.



Matt Coil-Less Burner Co. feltlayer demonstrated by Charles E. Matt.

according to Nersica they all met with approval. One marked change was the separation of building specialty products from the roofing and siding and insulating products.

An independent survey conducted by John T. Fosdick Associates of New York showed, among other things, that 68 per cent of those asked preferred

this separation of the items. Only 12 per cent voiced disapproval. This plan will be in vogue at next year's show in New York and all subsequent ones.

The reason this move was accepted was that it enabled a contractor to visit in one area all the exhibits in which he was interested. No longer did he have to consult complicated charts to find

where "such and such" exhibit was being shown.

Taking cognizance of the fact that many contractors and dealers in the Chicago area might have been busy and unable to attend the show during the week, it was decided to open the show on Sunday. The attendance figures prove that the idea was a worthy one.

New York in '56

It was estimated that 3,000 persons registered and went through the exhibits on Sunday. However, next year in New York, the Sunday opening will not be possible as hotel facilities are not available for Sunday use.

Maybe everyone was in a convention mood but the survey team reports that 78 per cent of those interviewed expect business to be better than it was last year. Only two per cent felt that business would be worse. The remaining 20 per cent felt the situation would remain about the same.

Built-Up Forum Highlights

"We, the manufacturers, are on your team. . . Improvements incorporated in our equipment are learned about through recommendations made by users, often at these very shows," Don Carter, Hauck Mfg. Co., told the contractors, at the Tuesday morning forum, when manufacturers were heard from.

"A conscientious supervisor can save many times his salary by doing a careful job," Mr. Lund told the contractors. "Unions," he added, "should be consulted before [mechanized equipment is purchased] they may have to have proven to them that the end result means better working conditions and more work."

Speaking of his experience as a roofing applicator who has used a great deal of mechanization, Glenn R. Fry, of Bonded Applicators, a Pennsylvania



Far left: Joe Stoneking, AR & SC Western Manager looks at National Gypsum Co. model exhibit. Left: Nixalite Co. of America, Charles B. Kaufmann, President, demonstrates metal type bird repellents.



Far left: Barrett Division had a well-lighted display featuring new materials. Left: Salesman and customer peer at U.S. Gypsum model exhibit.



Far left: Emco Cement Products, Inc. Left: Globe Siding Products Company, Right: Gordon C. Estes.



Federal Building Products Corp., Left, Charles C. Davis, Vice President and General Manager, talks to Harvey Craig.



Jones & Brown. Left, W. J. Sauer, speaks to center, Mr. Brown of Gary, Indiana, and right, Mr. Rosenthal of Jones & Brown.



Certain-Teed Products Corp.: A. R. Craven, Curt Bowland, Jack Lewis, E. J. Driscoll, not in consecutive order.



Philip Carey: Left, E. D. Smith discusses matters with Ed Boehm.



Brixite: Left, Arthur Russell, Roofing & Siding Co., Ann Arbor, Mich. visits with "Hank" Pelletier of Brixite.

Company, told about an operation which involves some 35 employees, with an average annual payroll of \$70,000. The company had a volume of \$360,000 in 1954.

Bonded Applicators owns and operates 12 trucks, 4 cars, 2 felt layers, 2 gravel spreaders, 2 hoisting ladder elevators with extensions for heights to 60 feet, 2 power hoists, 2 hot stuff buggies, 6 mop carts, 1 air compressor and a sprayer, 2 large kettles, 1 smaller kettle and all necessary miscellaneous tools.

Mr. Fry warned that mechanical equipment is not by any means a cure-all. The human element, he pointed out, and the climate, are still highly variable conditions. Unless an adequate employee training program is maintained equipment cannot be used to best advantage Mr. Fry warned.

Mr. Fry also expressed misgivings about the service attitudes of some manufacturers. He feels that more equipment would be sold, and much of it would be better handled if the manufacturers would take the time to send technical representatives around to see the actual operation of some of their equipment, and smooth out the "bugs."

Careless or untrained employees can cause very severe damage around expensive mechanical equipment, Mr. Fry stated. The fact that such equipment is used therefore requires especially careful supervision if there are to be no big expenses in the maintenance of the equipment.

[Mr. Fry's talk will be printed in full in an early issue of AR & SC.]

Luncheon Speeches

Highlights of the convention were luncheon programs featuring prominent guest speakers in the field of public relations, advertising, law, government and the building industry.

Leadoff speaker on Monday was George M. Crowson, president of the Public Relations Society of America, who urged more public-mindedness in selling, backed by public-minded service as a means towards integrating sales activities with public relations programs.

Public Relations Stressed

"Selling in your business or any other field cannot stand alone," he

declared. "It must be backed up by service. When you have public-minded selling and service—selling that is directed toward the customer's best interest and service toward his welfare—then you have public relations in action."

Mr. Crowson added, "that selling is more than the exchange of the customer's dollar for the goods and services it is," he continued, "from a public relations point of view, true salesman-

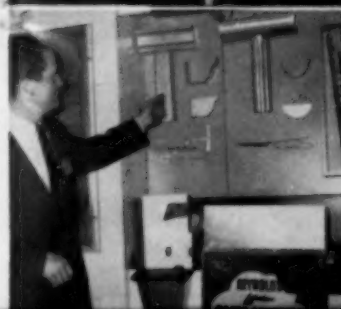
Far Right: Ruberoid's booth looked like it had a real steep roof. Right: Logan - Long: Lab Technician George Emberg, Left, shows Matt Kuisek how the Granule Imbedding Test Machine Operates.



Far Right: Life-time Industries, Inc.: Right, Ted Epstein demonstrates aluminum shingles to customer F. V. Ingraham, Roofing Supplies, Inc. Right: Silvercote Products, Inc. Left, Fred C. Dalley, Silvercote exec., shows model Mickey Milan and W. W. Wilson, Bird & Sons exec., some interesting reading matter.



Far Right: Keasbey & Mattison exhibited many types of materials. Right: Ted Wood of Reynolds Metals Company demonstrates downspouts.





Bob Kauffman, (with mike) paid publicity representative of Nersica of Kentucky gives a demonstration on "magic blackboard" of all the ways an association chapter can publicize itself.

ship—reflected in service as well as sales—consists of closing the gap between the buyer and the seller and keeping it closed on a basis of mutual confidence and good will."

Mr. Crowson's speech laid the groundwork for the forum which followed. Speakers at the forum included, John Downs, chairman of the Public Relations Committee of the National Association of home builders and John W. Milford, public relations counsel of Nersica, Inc.

Mr. Milford discussed Nersica's public relation program. "Fundamentally," he said, "the end objective of our program is to have more homeowners utilize more services of more Nersica members."

L. Kaiser Aluminum & Chemical Sales, Inc. showed shade screening.

C. U. S. Aluminum Siding Corp.: Left: Larry Pallitz, Muralstone, with Center: Frank Matthews, and Right: Chick Chaikin.

R. General Aluminum Products Corp. featured a free gift of a spot-made photo to every visitor.



L. Leland, C. McCallum, FHA
C. George C. Young, BBB
R. Stanley Adams, Chicago Daily News

L. John W. Milford R.
George M. Crowson

Pointing out that there is an economic angle in this connection, Mr. Milford said "that the greater the value of an economic investment, the greater is the incentive to preserve it. With houses increasing in value more and more homeowners are demanding more protection."

Therefore, he points out, the trend is running against the "kiss and run" contractor who does a job and then forgets about the customer while concentrating on new business.

Repeat Business vs. New

Mr. Milford admits that new business is highly important, but he said, "repeat business is more economically profitable, and is the basic sustaining element in any business or professional service."

The Public Relations head made this point because established customer-relationships are the very foundation of public relations. It goes without saying, he added, "that the more people who look to you for all of their home maintenance improvement, the stronger will be your own business situation. Personal relations are the very key to public relations."

On Tuesday the program was based entirely on Nersica's value to the industry. James A. Holton, Nersica insurance counsellor, covered problems of the industry on a national basis and explained Nersica's Group Insurance Plan.

Legal counsellor Charles Hawkins and tax consultant Joseph J. Lyman explained how they can be helpful to the members, in their respective fields.



Iver J. Erikson, NERSICA past president of Worcester, Mass., presents plaque to re-elected President E. F. Williams of Syracuse, N. Y., in honor of his service as president.

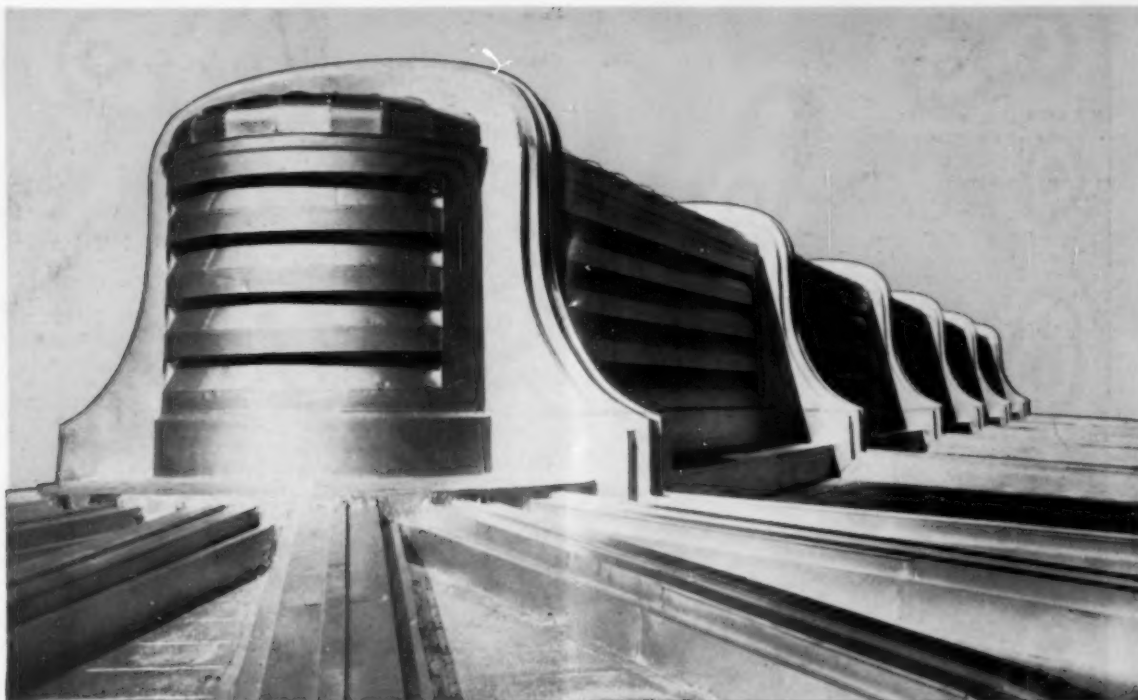
Fighting "Bait" Advertising

The last day's speeches were on the interesting and timely topic of "bait" advertising. The field was thoroughly covered as representatives from the FHA, Better Business Bureau and the Chicago Tribune discussed ways and means to curb this type of advertising.

Leland C. McCallum, FHA Title I Director of Field Service, made it clear from the outset that he did not consider the home improvement industry a flagrant violator. "It is necessary," he said, "that recognition be given the fact that only a relatively few firms and individuals are involved in any wrongdoing."

Mr. McCallum reminded his audience that during the course of the

(Continued on Page 30)



Panther Aluminum Roof Coating on Will Rogers Memorial Coliseum still gleaming after five years of Texas sun and weather

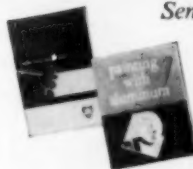
Aluminum-coated dome and roof of Will Rogers Memorial Coliseum, Fort Worth, Texas, home of the largest and oldest rodeo in the Southwest. Photo shows excellent condition of roof coating five years after painting. **Aluminum Paint:** Panther Aluminum Roof Coating, Panther Oil & Grease Manufacturing Company, Fort Worth, Texas.

The roof and dome of the internationally famous Will Rogers Memorial Coliseum was spray-painted with aluminum roof coating in November, 1949. For more than five years the coating of aluminum has protected, insulated and beautified the roof. Although subjected to scorching sun and severe weather conditions, the paint is still in excellent condition, good for many more years of service. The gleaming, aluminum-coated roof and dome can be seen from almost any spot in the city of Fort Worth.

Aluminum roof coatings are applied easily with an ordinary roofing brush or spray gun. They protect roofs against surface deterioration, insulate by reflecting the sun's rays. In some cases, aluminum roof coatings can reduce interior temperature as much as 15 degrees. Aluminum roof coatings can be used on built-up, metal, composition or mineral surface roofs.

ALCOA does not make roof coatings, but we will gladly refer you to reputable manufacturers who do.

Send for our new **FREE** booklet, *Aluminum Asphalt Roof Coatings Make Time Stand Still*. It has the latest information on all types of aluminum roof coatings. You'll also want our helpful booklet, *Painting With Aluminum*. Use the coupon.



Paint Service Bureau, Aluminum Company of America
1794-E Alcoa Building, Mellon Square
Pittsburgh 19, Pennsylvania

Please send me your **FREE** BOOKLETS:

- ☐ Aluminum Asphalt Roof Coatings Make Time Stand Still
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I am interested in protecting _____

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



THOMAS J. WATSON, JR.

Portrait by Fabian Bachrach

"IBM was one of the first companies to . . ."

"I have always been proud of the fact that IBM was one of the first companies to put into effect the Payroll Savings Plan for the purchase of United States Savings Bonds, and I am delighted to see this patriotic endeavor continuing year by year and increasing throughout our organization. Today thousands of IBM employees, through their participation in the Plan, are helping their country and providing for the future of their families and themselves." **THOMAS J. WATSON, JR., President**

International Business Machines Corporation

If employee participation in *your* Payroll Savings Plan is less than 50% . . . or, if *your* employees do not now have the opportunity to build for their future through the systematic purchase of U.S. Savings Bonds . . . a letter to: Savings Bonds Division, U.S. Treasury Department, Washington, D. C., will bring prompt assistance from your State Director. He will be glad to help you put on a person-to-person canvass that will put an application blank in the hands of every employee. This is all you have to do. Your men and women will do the rest, because they will welcome the opportunity to build for personal and national security.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

AMERICAN ROOFER & SIDING CONTRACTOR





Humphrey Named Chief Chemist at Pecora Paint

William B. Bullock, Chairman of the Board of Pecora Paint Company, of Philadelphia, has announced the appointment of John B. Humphrey as Chief Chemist of the 93-year-old firm.



JOHN B. HUMPHREY

Humphrey brings to Pecora an extensive chemical background, having been in charge of Thermo-plastic Flooring and certain tile adhesives at the Flintkote Company, and prior to that he was with the Bendix Aviation Corporation.

As Chief Chemist at Pecora, he will assume responsibility for supervision of the Company's technical activities in research-development work. He will also be in charge of a staff to maintain Pecora's quality control from raw materials to finished products.

John C. Best Retires as VP of National Gypsum

John C. Best, vice president of National Gypsum Company (Buffalo, N. Y.), and former president of Best Bros. Keene's Cement Co., retired from active business on Monday, February 28, 1955, according to an announcement by Melvin H. Baker, chairman of the board.

Mr. Best joined National Gypsum as vice president of the Industrial Division in 1938 when National purchased the Best Bros. Keene's Cement Company plant and gypsum deposits at Medicine Lodge, Kansas, a firm founded by Mr. Best's father and uncle in 1886.

Neale Named Commodity Mgr., J. M. Asphalt Roofing

Warren R. Neale has been appointed Commodity Manager of Johns-Manville Asphalt Roofings, it was announced today by E. K. Clark, Vice President of Johns-Manville Sales Corporation and Merchandise Manager of the company's Building Products Division.

Mr. Neale, former Merchandise Repre-

sentative of the J-M New York Sales District, joined Johns-Manville in 1935 as a Sales Representative in Northern New Jersey. In his new post, he will be responsible for merchandising J.M.'s lines of Asphalt Roofings, Insulated Sidings, Roof Coatings and allied products and for development of new and improved products in these fields.

A native of New York City, Mr. Neale was graduated from Syracuse University where he was a member of Beta Theta Pi fraternity.

Air Control Products Buys Universal Metal

Purchase of Universal Metal Products Company of Saranac, Michigan by Air Control Products, Inc. of Coopersville, Mich. has been announced by Robert L. Leigh, president and general manager of Air Control.

No immediate changes in Universal's operation or personnel were revealed with the announcement of the purchase. The plant will continue to manufacture its complete line of sprayers, dusters, and allied products,



Universal Metal Products Co., Saranac, Mich. (shown above) has been purchased by Air Control Products Inc., located in the same state.

which will continue to be sold under the Universal name. J. C. Armstrong will remain as vice-president in charge of sales.

H. C. Ramsey Named To Board of Armstrong Cork Company

The election of Hobart C. Ramsey to the Board of Directors of the Armstrong Cork (Continued on Page 27)



WHAT'S NEW



Equipment—Booklets—Practice—Materials

Small Rotary Shear

Fidelity Tool Supply, Inc., has introduced a new, low cost rotary shear called the Toolmaster. Hand operated, it provides sufficient mechanical advantage to cut steel (other than stainless) as heavy as 16 gauge without undue effort and will handle even heavier gauges of aluminum or brass.



Other advantages claimed over ordinary hand shears are a cleaner, straighter cut, plus positive adjustment for width of cut—from 2" maximum down to a trim as fine as .005".

Also, the Toolmaster can be bolted to a

bench or truck; thus cannot be lost or misappropriated. Cutting wheels of the Toolmaster are said to outlast several pairs of hand shears without resharpening.

If eventually necessary, these wheels can be replaced for about one-fifth the cost of a new pair of snips.

Ladder Offset

Ladder Products, Inc., have announced a revolutionary idea in a ladder offset. This is an aluminum device, adjustable to any ladder width and easily fastened in less than two minutes. With today's high labor costs, the basic purposes of this device is to save time, particularly in the installation of windows, gutter repair, roofing, painting, glazing and general repair.



Two outstanding features are particularly notable in connection with time saving. First, the extra long spreader easily spans an average window; second, the offset makes it possible for a workman to be at eye level with

(Continued on Page 28)

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

Three of hundreds of JOSAM Roof Drains

• You will save more time...avoid delay and error...make more money by checking first with Josam on all roof drainage needs.

In the Josam line there are hundreds of different types of roof drains and accessories which have been especially designed to make installation easier and provide lifetime performance for all types of roof construction...for all drainage conditions. Make it a habit to refer to the Josam Roof Drain Catalog—it means money in your pocket, job after job. If you do not have a copy, send coupon below today.

**You'll
DO BETTER
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Send free copy of ROOF DRAIN CATALOG "BK"

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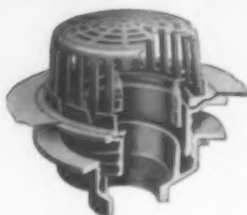
Address

City

Zone

State

☐ Wholesaler ☐ Contractor ☐



• Series No. 4550 Levelase Drain with adjustable top permits raising or lowering the roof flange to meet the required insulation thickness even after roof is laid. Eliminates tearing out construction, disconnecting drains and other costly adjustments.



• Series No. 410-F Roof Drain with Flooding Water Dam. For buildings with flat roof where a flooded roof with $\frac{3}{4}$ " to $4\frac{1}{2}$ " depth of water is required for insulating or air conditioning purposes.



• Series No. 4140 Torrential Roof Drain for flat roofs in localities subjected to heavy rains and torrential storms. Deep sump holds excess water before it enters leaders.

thing is to select the product which will provide adequate protection for the building and its contents, with a minimum of maintenance cost, and then to apply it properly. It must be recognized that there is no one kind of asphalt roofing that is best for any particular building under all circumstances. Especially is this so on the farm, where building types are so numerous and conditions so diverse.

The style of roof selected for the house may, and perhaps should, affect the choice of roof for all other types of buildings, large or small, that are grouped together in the same farmstead. Uniformity of appearance is important in a group. For instance, a poultry laying house or machine storage shed located near the dwelling or adjacent to major service buildings will rightly call for a roof which conforms architecturally, whereas a more inexpensive roll product might be quite suitable if the building is in an isolated location, he concluded.

Nailing It Down

(Continued from Page 11)

the reroofing and residing contractor ten years from that date.

The longer the building boom continues, the more future business is there being stored up in home repair and remodeling. For those who are in this industry for the long pull, consider the potentialities of 1975, twenty years from now, as against today!

For instance, the 1955 "middle-aged" house, between 15 and 25 years old, was built in the 1930's. The 1930's saw comparatively little building done. What building was done was usually under rigidly controlled conditions established by the then newly-formed FHA. The houses of the 1930's are relatively few in number, and on the whole their rate of deterioration is slow.

When it comes time to do extensive repair and improvement work on the houses of the middle 1940's and 50's, and the beginning of that time is not too far off, there will not only be a vastly increased repair market, but many of the more cheaply and quickly built homes of the earlier part of the post-war era, will require extensive roofing and siding work.

The time to lay the groundwork for that future of good business is today, while houses are new and in the process

Asphalt Shingles Can Meet Any Roofing Need On the Farm

Every roofing need on the farm can be met by one type of roofing material—asphalt roofing. This advice on selection of the kind of asphalt roofing for a particular structure is given by J. L. Strahan, member of the American Society of Agricultural Engineers and technical director of the Asphalt Roofing Industry Bureau:

It is generally true that the heavier the roof the longer will be its life in service. Therefore, the heavier roof-

ings, such as strip or individual shingles, are best adapted for permanent structures, such as dwellings both in town and country, and most major farm service buildings. Lighter weight roofings of the roll type are well adapted for use on structures such as summer cottages, small farm service buildings, garages, and inexpensive temporary storage or shop structures, he said.

Basically, of course, the important

of being built. The contractor, particularly those operating in an area of new home developments, can show by his attention to good work in the relatively small jobs now available, that he is the man to be called when major repairs are required.

Siding Prospects

(Continued from Page 16)

posted with your company sign.

4. Auto, truck and building signs.
5. Window displays and showroom displays.
6. Product samples and data.
7. Salesman's selling kits.

The insulating siding manufacturers have available, at no cost to you, attractive circulars, effective selling samples, cards, signs, etc. . . . and can furnish you with many suggestions for direct mail letters and advertising campaigns, together with newspaper mats, etc. . . . These have all been carefully studied and prepared by experts. We assure you they will be practical and help you to sell siding.

Use a Camera—Get Testimonial Pictures of Your Jobs

We are convinced that one of the very best and most effective types of advertising a siding contractor can do is to be a "Shutterbug," because pictures sell siding. The old saying, "A Picture is worth ten thousand words", is particularly true in selling home modernization. Pictures supplied by manufacturers are good selling tools, but they do not compare with the simple snapshots taken by a siding contractor in his own locality.

Satisfactory pictures can be taken with an inexpensive camera by the contractor or his salesman. Colored pictures are most effective. A portfolio of such pictures is worth columns of printed literature as a selling help to you. These job pictures should be supported by pictures of the contractor, his crew, his place of business, and his truck or trucks. This establishes confidence as it shows the contractor is sound and substantial.

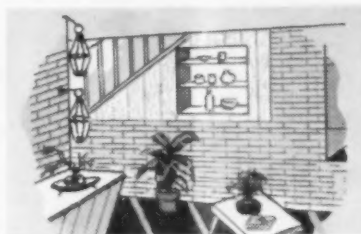
The more varied types of buildings you can get in your portfolio the better as it enables you to sell prospects for all kinds of buildings. Occasionally, as in the case of a historical building or an unusual job, it may be worthwhile to obtain a professional photographer. Such pictures, if submitted to local newspapers, can result in highly profitable publicity.

Advertisement

NEW DEALER IDEAS

By Les Rice

It Pays A Dealer To Be A Showman



Showmanship is basically salesmanship. Never have I seen a good actor who did not put his all into putting across his part or the punch line of his joke. That is salesmanship. He is peddling his stock in trade.

The More Successful The Dealer The Greater The Showman

I have found, in talking to dealers, those who look for, always find the punch line of their product as well as the beautiful points to be romanced. Every ad they place, every job they do is treated like a Hollywood Premiere. These dealers promote and sell.

An Opportunity For Smart Promotion

For instance, in the case of Quikbrik. There are dealers who dream and can visualize Quikbrik on every home. In every nook and corner where brick or stone can be used. Feature walls, planters, fireplaces, recreation areas, patios, outside walls, outside trims, walls around outdoor living areas.

I saw a small stone wall in a moderately priced home that cost the builder around \$500.00. By using Quikbrik he can reduce this cost about half and can use more brick to make each home he builds an outstanding individual package. This builder is a showman.

Architects and Builders

Today in mass production of homes architects and builders are striving to put individuality in every project. What a real opportunity for smart promotion of Quikbrik. Dreams which become realities.

What latitude in thinking. What ideas for promotion in the new construction field.

American Cement Products is planning a big drive for this market. Direct mail to architects and builders. Small Homes Guide and the leading trade magazine of the House and Home market. We believe every dealer has an opportunity if this promotion is followed through with real showmanship.



A Well Rounded Program Pays

It's an additive to every well worked promotional plan which of course includes the program for remodeling and re-vitalizing existing properties. Combined, these are a winning team.

Dealerships are open for alert firms and individuals who like to promote, sell and watch the bank account grow. You don't have to be an old timer in this field. Just have a flare for showmanship and a great love for work.



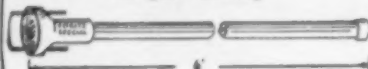
Write, wire or phone Mr. Fred Sands, President, for detailed information about this program.

American Cement Products, Inc., 7306 Puritan Avenue, Detroit 38, Michigan
Phone UNiversity 2-9342

GOOD JOBS Need GOOD TOOLS

ALUMINUM MOP HANDLES

Improved for
Cooler handling
Longer lasting



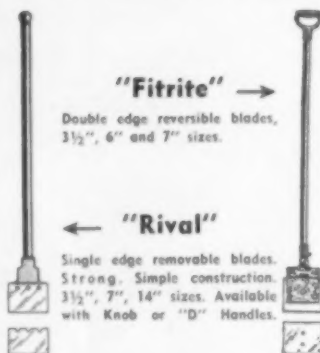
Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn. 6', 7', 8' lengths.

PLUGGED to keep 'hot' from running up inside.

THRU-BOLTED to keep mop head securely on.

A HOLE IN THE CAP allowing heat that might arise to escape.

ROOF SCRAPERS



"Fitrite" →

Double edge reversible blades, 3½", 6" and 7" sizes.

← **"Rival"**

Single edge removable blades. Strong. Simple construction. 3½", 7", 14" sizes. Available with Knob or "D" Handles.

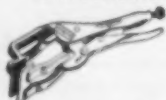
FOR FASTER, CLEANER SCORE-CUTTING



This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

Made especially for Utility Knife. Can be used with other holders.

"FITRITE" 3-WAY CLAMP A Mechanic's Third Hand



Throat 3½" deep

Jaws 3½" x ¾"

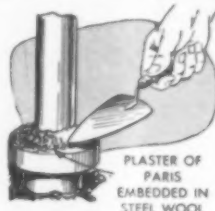
A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, waming, straightening. Price \$3.55

DAVID LEVOW 308 WEST 20TH ST
NEW YORK
TELEPHONE CHELSEA 3-1400-1401

Kinks and Short Cuts

Plaster in Downspout Joint Assures Easier Repair

When chiseling away the concrete in the soil-pipe connection of a downspout resulted in a broken bell on the pipe, one homeowner assured easier repairs in the future by using plaster



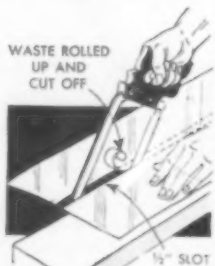
PLASTER OF
PARIS
EMBEDDED IN
STEEL WOOL

of paris instead of cement when re-sealing the joint. Steel wool first was stuffed into the space between the downspout and the bell, then the plaster was troweled over it. The hardened plaster was painted with roofing cement to weatherproof it.

(Popular Mechanics)

Sheet Metal Cut With Hacksaw By Using "Double Cut"

Sheet metal that is too heavy to cut with tin snips can be cut with a hacksaw by using a "double cut" method which provides room for the saw frame. First, mark the line to be cut, then scribe another line parallel to it about ½ in. away. Make alternate saw cuts



WASTE ROLLED
UP AND
CUT OFF

along these lines, rolling up the waste metal between the cuts. When the rolled metal accumulates so it interferes with the saw, cut it off and continue the cuts. The saw will tend to drift from the lines, so the blade should be twisted slightly in the frame and the saw held to compensate for the drift. For best results on sheet metal, use a fine-toothed blade.

(Popular Mechanics)

CORKBOARD INSULATION

PLAY IT SAFE!

Recent tests show cork to be the best roofing insulation

**IF YOU WANT THE BEST
CORK AVAILABLE AT
ROCK BOTTOM PRICES**

RECTOR OFFERS YOU

QUALITY — Steam-baked cork-board meeting federal specifications HMC-5621-B. Don't risk buying the inferior cork imports current shortages have forced into the market.

ECONOMY — Our direct factory tie-up furnishes us with considerable quantities, enabling us to meet most needs without further price increases.

FOR SAVINGS that can mean the difference between profit and loss . . . write or phone.

RECTOR INSULATIONS, INC.
551 FIFTH AVENUE, N. Y. 17, N. Y.
Phone: MU 2-7912

Rector Insulations

TARBASK

A PITCH AND TAR LOTION

NO BURN

No Grease—No Oils—No Alcohol



4 Fl. Oz.
\$1.25

\$12.50 per
Doz. Bottles

MONEY BACK GUARANTEE:

Purchase price refunded at regular rate on return of unused bottles within 30 days of date of sale.

CHURCHMAN PRODUCTS
168 North Wabash Avenue
BATTLE CREEK, MICHIGAN

"Hurricane-Proofing" Brings Spring Roofing Bizz

Permanent Construction Co., Akron, Ohio, made a bid for interlocking roof business with a newspaper ad which was timed with one of the windiest seasons of the year — Spring.

The ad was captioned: "Attention! Now you can have a hurricane-proof roof."

Copy continued: "Interlocking 240-pound roof. Positively cannot curl, turn up or blow off. We handle the heaviest lock roof in Akron. Priced as low as ordinary roofs."

Permanent Construction featured a program of no down payment with payments as low as \$5 per month. The ad noted that roofs are installed by experts and that the firm was ready to provide free estimates and immediate service.

Housing Act Helps to Fight Blight on Farm

The fight against housing and blighting blight isn't limited to the city.

Many farm homes and buildings have been neglected during the past 25 years and need immediate attention. The neglect started during the depression when funds weren't available for proper maintenance. It has continued with the movement of population from the farm to the city. Time isn't available to do the maintenance chores in addition to the other work.

Value Drops

As a result of all these factors, the value of farm buildings has dropped drastically in comparison with the value of land. But buildings are still needed and unless they are available the farming operation becomes inefficient.

In recognition of this need the Housing Act of 1954 — the one that makes open end financing available with F.H.A. assured mortgages — authorizes \$275,000,000 in loans and direct grants for repair and remodeling of homes and other buildings. The money is earmarked for farmers whose income and credit rating aren't high enough to get loans through regular sources.

Loans Average \$2,000

An estimated 135,000 farmers are expected to receive loans averaging \$2,000 each for such projects as installing new siding on homes and buildings, repairing roofs, installing plumbing and



**"ALEMITE
VERSATAL PUMPS**

*cut labor
costs 30%*

**on our
roofing applications"**

Leading Contractor...

speeds application of liquid roofing materials!

Alemite's "Barrel-to-Roof" application method results in important savings for roofers everywhere. Using Versatal Pumps, a leading Cleveland roofing contractor was

able to apply a chemically-fortified asphalt up to 30% faster. The savings are obvious.

No transfer of materials! No hoisting to the roof! And no material waste. Versatal methods permit the use of a light five-foot spray head and hose. With Versatal Equipment you can pump direct to roof from as far as 300 feet. Pays for itself in no time — frequently on the first job.

Start now to spray roofing and insulating materials direct from original containers with Alemite Versatal Equipment.



For complete information, call your nearest Alemite distributor or write Alemite, 1830 Diversey Parkway, Chicago 14, Illinois



electricity, remodeling of barns and the many other improvements that make farm living easier and more profitable.

Materials like insulating siding are expected to be especially popular. Not only does insulating siding protect the walls of buildings, it requires no painting or staining after installation, saving money and time in an area of the farm operation which is least profitable — the care of buildings.

All but \$25,000,000 of the money will be available on four percent loans to be repaid over a 33-year period. The

rest of the money will be paid out as outright grants which need not be repaid.

News of the Month

(Continued from Page 23)

Company has been announced by C. J. Backstrand, President.

Koppers Tar Products Div. Announces Three Changes

Three organizational changes in the Production Department of the Tar Products Division of Koppers Company, Inc., were announced recently.

W. B. Jackson, who has been assigned

PAT. NO. 2299400



ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA P. O. BOX 4056 GEORGIA



**NO. 10—2 POINT
ROOFING KNIFE**

Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.



NO. 3 ROOFING KNIFE

Super Hydrex chrome vanadium steel—short point.



NO. 1 ROOFING KNIFE

Low cost—short point round stained handle.



to special duties at the Pittsburgh office, will be succeeded in his former position of superintendent of the Garwood plant at Westfield, N. J., by Julius Little.

Mr. Little will be replaced at the Warren (Ohio) plant, where he has been superintendent since the plant opened in 1950, by Ollie McNicholas, who was assistant superintendent of the plant.

Koppers Moves N. Y. Offices From Empire State to Park Ave

New York Consolidated Sales Office of Koppers Company, Inc., have been moved from the 59th floor of the Empire State Building, where they have been located for six years, to new quarters on the 14th floor of 430 Park Avenue, between East 55th and 56th Streets.

Four of the Company's divisions will occupy the 7,000 square feet of space leased for a 10-year period from The 430 Park Avenue Corporation. Division sharing the quarters include Chemical, Tar Products, Wood Preserving, and Metal Products.

American Hoist Names Gundersen Chief Ind. Engr.

The appointment of Ralph W. Gundersen to the position of chief industrial engineer of the American Hoist & Derrick Company, St. Paul, Minnesota, has been announced by D. B. Botkin, vice president of the firm.



RALPH W. GUNDERSEN

Gundersen, a native of Chicago, graduated from Northwestern University and has been engaged in the field of industrial engineering since 1934. He joined American Hoist in 1951 and has been active in the production engineering department since that time.

Blown Insulation Good on Old Homes

It's never too late to insulate.

That is what the National Mineral Wool Association says about old homes that for years have been costing their owners from 25 to 40 percent more than they should in fuel bills.

No matter what the age of the home, it is always possible to reduce heat loss by pneumatically blowing mineral wool insulation in loose form into the hollow spaces of walls and ceilings. Skilled workmen can do this

by removing and replacing shingles and clapboards, and blowing in the mineral wool fill without muss, fuss or marring the appearance of the building. The whole operation is performed by machine, and the insulation pays for itself within two to five years in lower fuel costs.

Granulated mineral wool is filled with millions of tiny air cells for best insulating value and is pneumatically blown in place. It achieves a uniform density as it fills the space in the walls.

What's New

(Continued from Page 23)

his work without back strain or danger. Above all, the ladder itself never interferes with the work, declares the company.

Toplighting Catalog

A new 8-page catalog, "Skytrol Glass Blocks for Toplighting your Buildings," has been announced by the Pittsburgh Corning Corporation.

Skytrol glass blocks are of special optical design for use in skylights. They have double the insulating value of ordinary skylights, making possible temperature control within the building. Condensation problems usually encountered with ordinary skylights are practically eliminated.

The catalog is prepared as a reference manual for architects, engineers and construction people. Information on physical performance, technical data on light transmission, insulation values, installation detail drawings, and complete specifications are fully covered in the new booklet.

Color Roofing Catalog

The Celotex Corporation's Color Harmonized Triple Sealed Asphalt Shingles are attractively illustrated in a roofing catalog just introduced by the company. Thick Butt Strip, Three-Tab Hex Strip, and locking shingles; roll roofings, felts, building papers, roof coatings, and cements are all included.

This catalog is one example of the consistent promotion of color by The Celotex Corporation, which introduced light blends for shingles in 1949. That innovation resulted in such widespread public acceptance that selection of roof color is now an integral part of color planning—for both new and old homes.

Thatched Edge

Made to achieve all the fire-proof, permanent appeal of the long favored American Thatch pattern, the new product overcomes the high application cost of older asbestos-cement roof coverings. The shingle measures 12 by 24 inches with thatch effect.

To increase wind and storm resistance, the roofing is put on with a specially-designed storm anchor as well as with nails. Field experiments indicate that the new shingle can be applied to conventional roofs at the same speed as is required for asphalt strip roofing.

Caulk with **COLOR** Caulk with **CALBAR**



26 COLORS
of Caulking
Compound to
match every
building
material

Calbar, the first company with real quality caulking compound now brings you a super-elastic quality caulk to match or harmonize with brick, stucco, asbestos, cement siding, shingles, metal or wood. Choose from 26 permanent colors . . . all non-hardening, non-staining and complying with Federal and ACSP specifications.



Your jobber can supply you

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha Street, Phila. 25, Pa.



BUILDING SPECIALTIES

& Home Improvement Dealer

COVERS ALL THE IMPORTANT SUBJECTS!



By subscribing you assure yourself of keeping up-to-date on the following: better selling methods, installation techniques, management details, how to sell particular specialties, getting and holding good salesmen, advertising, new products, and many others. Don't miss a copy. Send the coupon today! Only \$3 a year.

BUILDING SPECIALTIES

425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to **BUILDING SPECIALTIES** at \$3.00 for one year.

☐ Bill me for this amount.

☐ Enclosed is a check or money order.

My Name.....

Position.....

Company.....

Address.....

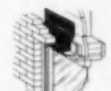
City..... State.....

From Foundation to Roof **COPPER** **ARMORED** **SISALKRAFT**

**Means LOW COST, Pure
Copper Protection
... Permanently!**



Step flashing



Flashing window and
door heads



Drip cap flashing



Foundation damp-coursing,
termite shield



Sill flashing



Dampproofing basements



Flashing door and
window openings

Copper Armored Sisalkraft does heavy gauge copper's traditional quality job of protecting against moisture at tremendous savings.

This product is recommended for all concealed flashing and waterproofing. It's impervious to moisture and air, won't kink, break or tear. Easily applied. Meets FHA flashing requirements.

Copper Armored Sisalkraft is pure Anaconda copper bonded to heavy crepe kraft with special asphalt, reinforced with tough fibers. Available in the following weights of pure copper per sq. ft.: 1 oz. — 2 oz. — 3 oz. Widths: 4", 6", 10", 12", 15", 20", 30", 60". All in rolls of 120 lineal feet. Ideal for decorative purposes, too!

SISALATION

"Storm-Sashes" the walls of 5-room house for about \$30. (Aluminum Coated 2 sides)

SISALKRAFT

A rugged waterproof paper for protection and for curing concrete.



American SISALKRAFT Corporation

Dept. AR-S, Attleboro, Mass.

Please send samples and more facts on Copper Armored Sisalkraft.

Name.....

Company.....

Address.....

City..... Zone..... State.....



**YOU CAN'T
AFFORD
TO PASS UP
THIS BIG SAVING**

**FACTORY PRICE
Now Only
\$250.00**



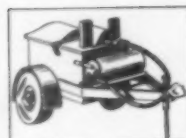
KETTLE PRICES SLASHED ALSO!

90G \$375.00—120G \$425.00—165G \$545.00—230G \$645.00

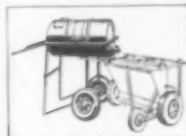
Get your order in on a New MATT FELT LAYER or KETTLE today! You'll thank us for the savings we're passing on to you. You get the same Felt Layer that sold for \$340.00—not a cheaper model. Many Roofers asked us this question. You get all the 1955 improvements—Larger Hopper—More Valves for Better Distribution—Wider Wheel Spread—Improved Valve Locking and Hold-Down—New Splash Guard . . . features and advantages that no other Felt Layer offers. MATT KETTLES TOO are the finest that money can buy.

Phone: KEdzie 3-2118

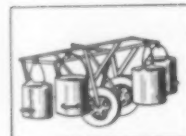
**MATT COIL-LESS BURNER CO. 4015 WEST LAKE STREET
CHICAGO 24, ILLINOIS**



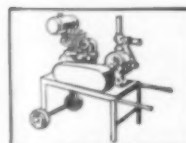
**MONEY SAVING
HEAT-HOLD KETTLES**



**FELT LAYER
LOADING BUGGY**



**"HOT STUFF"
CARRIERS**



**IMPROVED MATT
PITCH PUMP**

NERSICA Convention

(Continued from Page 20)

investigation of housing irregularities conducted by the Senate Banking and Currency Committee, Senator Bush of Connecticut made the observation that racketeers operating in the home repair field "constitute only a small minority on the fringe of a very fine industry."

Despite this fine praise, Mr. McCallum feels that the Government cannot act with complacency but should strive to tighten existing laws. The Government has done just that when they added two new features in the housing act, giving "teeth" to the bill for enforcement purposes.

FHA Amended

"One provision amended section 709 of Title 18 of the United States Code." This, according to the FHA director, makes it illegal to use the letters "FHA" or any combination of those letters alone or with other words or letters, which would convey that the business has a connection with or authorization from the FHA or the Government.

It is now illegal to "round up business" by implying or stating that any repair, alteration or improvement is required by the FHA. Finally, it is now a violation to represent falsely by any device that any project, business or product has FHA backing.

"The FHA's viewpoint on advertising should be remembered. Advertising becomes illegal only if it contains false representation that the Government endorses or approves a particular improvement or product."

Though the new law has authorized the Federal Housing Commissioner to refuse the benefits of participation in the FHA program to those who have been found guilty, this, does not eliminate the "precautionary" measures followed by the FHA for many years.

Under this act, the firm or individual may continue to finance business under Title I but insured lending institutions are required to take certain precautionary steps to make certain the homeowner is protected from abuse.

Mr. McCallum made it clear that dealers or contractors are entered on the "precautionary" list only after the most careful consideration. "Here again every effort is made to give the accused parties an opportunity to explain or answer the allegations before final action is taken."

CONDENSATION

GETS THE AIR
WHEN YOU INSTALL
MIDGET LOUVERS

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.

6-8 WALL STREET • NORWALK, CONN.

SUBSCRIBERS DESIRING CHANGE OF ADDRESS

Is your magazine addressed correctly? Examine the wrapper, and notify AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

More than 1200 such actions have been taken since July of last year, which is indicative of the fast action taken by the FHA to eliminate fast operators from the home improvement program.

Mr. McCallum said that the FHA also has an expanding preventive program to forestall irregular practices. "For many years we've had a small staff of financial representatives whose duties were to call on financial institutions, analyze their Title I lending operations and make suggestions for corrective measures where adverse trends or operational weaknesses are uncovered."

Par Selling Practices

This staff, Mr. McCallum emphasized, is not a "snooping" or policing staff, and though the main problem in recent months have been flagrant violations of certain improvement jobs usually resulting from the practice of par selling. "The FHA has no intention of entering the field of price regulation. Overpricing is an industry problem, but I would suggest the elimination of par-selling as the most constructive step to curb excessive pricing."

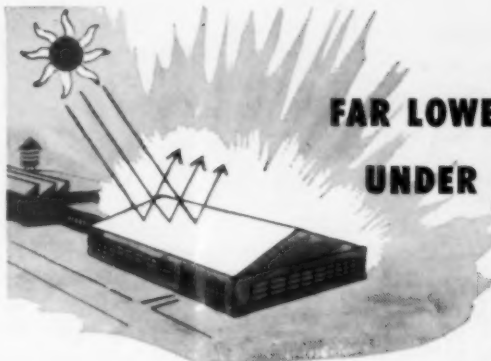
The FHA explains "par-selling" as the practice of quoting a minimum price to a salesman (usually cost per window in connection with window installations) and then letting the salesman sell each job for the highest price.

"This is vicious and it is our position that the dealer should establish a maximum as well as a minimum price for his salesman." He added that the FHA will not set such a ceiling.

Feeling that the audience was familiar with the Title I program, Mr. McCallum did not go into detail on the subject but listed a few of the advantages accruing to dealers and contractors:

1. The dealer controls tend to eliminate dishonest dealers and salesmen.
2. Lower FHA discount rate gives Title I operators advantages over dealers selling under an uninsured plan.
3. Dealer reserves are not permitted. Legitimate dealers get the full proceeds of the notes discounted.
4. Manufacturers are assured of proper application and satisfactory servicing.

The FHA is always on the lookout for unfair provisions of the law. They



FAR LOWER TEMPERATURE UNDER **Karnak** ALUMINUM COATING

An exclusive combination of flat aluminum flakes and specially prepared asphalt provides unique cooling and protective qualities. The asphalt penetrates, grips and weatherproofs. The aluminum flakes flow to the surface and flatten into an opaque, metallic shield that reflects heat, ultra-violet, even infra-red rays thus preserving the underlayers of roofing.

A heat lamp applied equally to an asphalt shingle or composition roofing, one half of which is coated with Karnak Alumi-

num-Asphalt Coating, shows a temperature under the coated side 50° lower than under the uncoated side. This lower temperature not only assures a cooler area under this surface but also protects the roofing. The test shows that high heat breaks down the roofing structure on the uncoated half thus shortening its life.

The liquid applies easily, as supplied in the container, by spray or brush. *Manufactured by Lewis Asphalt Engineering Corp., 30 Church St., New York 7, N. Y. Dept. 411*



Look for the Warranty Seal

It guarantees 2 lbs. of aluminum pigment per gallon, assuring adequate aluminum to provide a good shield and hold it. Inferior coatings do not have this warranty.

50° LOWER BY TEST

Heat lamp application dramatically shows 50° lower temperature under the half of the shingle coated with Karnak Aluminum-Asphalt Coating.



© L A E Corp.

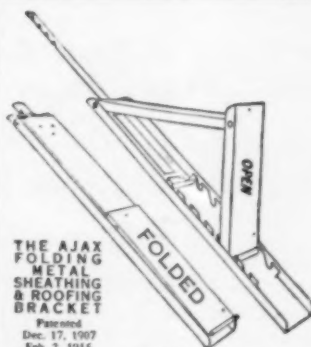


USE OTHER KARNAK PRODUCTS, TOO

Membrane Waterproofing
Fabric • Asphalt Roof
Coatings and Cements

Calking Compounds
Asphalt Emulsions
Tile Cement

Asphalt Paint
Wood Block Mastic
Joint Filler



THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET

Patented
Dec. 17, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 9, 1932

AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable



AJAX Building Bracket Co.

1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio

The HIT of the NRCA Convention



Thousands of roofers saw the MOLL HOIST in action. They raved! Many bought!

★ The MOLL 4-WAY All-Purpose ALUMINUM HOIST

- Light • Compact • Versatile •
- Sectional • Greater Efficiency •
- Easily Assembled • Low in Cost • Adjustable in Height.

Write or phone for illustrated folder.

MOLL CONVEYOR COMPANY

1157 ST. CYR ROAD, ST. LOUIS 15, MO.
UN 7-7080

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths
(As illustrated)

Roofing MOPS
(Complete with Handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS Co.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

realize that the ruling that new residential properties must be occupied for at least six months in order to become eligible for Title I improvement loan may be unnecessarily restrictive. "Therefore," Mr. McCallum declares, "the subject is undergoing administrative consideration."

Mr. McCallum concluded by saying that the desire to do away with Title I has been strongly challenged by leaders in industry who realize it would "be impossible for manufacturers and dealers of building products to arrange any other plan to approach the effectiveness of the Title I plan now in existence."

Better Business Bureau Helps

George C. Young, president, Cincinnati Better Business Bureau and chairman of the Association of Better Business Bureaus Bait Advertising Committee, spoke on how the bureau handles the problem of "bait" advertising.

A little story best explained how the bureau dealt with an unscrupulous aluminum storm window dealer, he said. The dealer advertised windows at \$9.95 each and the salesman would collect a big down payment.

Then the bait act began. The salesman explained that the windows just bought must be rubbed by steel wool twice a month to keep them from literally falling apart. Then the salesman followed up this with the haymaker that there would be extra charges for necessary carpentry and special installations.

He then told the customer that they weren't very good anyway and he was better off with the \$40 models. The homeowner, angry at this treatment, went to the Better Business Bureau and after an investigation that dealer was forced to leave town.

"Better Business Bureaus work with legitimate storm door and window

businessmen in their locality," Mr. Young said, "to propose, adopt and enforce ethical trade and selling codes aimed at preventing and/or eliminating confidence deals such as "bait" and to strengthen good will for those who do not employ such gimmicks to get customers and sales volume."

It is, also, the responsibility of the businessmen to impress upon his sales staff that he will not tolerate any illegal practices. "Fire any salesman" he went on, "who uses the bait method. Report to the bureau the names of firms who are baiting their customers. Work with your business bureau."

At the convention, Nersica urged the formation of state trade commissions in all states to protect the public against the increasing menace of bait advertising and other fraudulent business practices.

E. F. Williams, president of Nersica, paid tribute to Hugh R. Jackson, president of the Better Business Bureau of New York, for his efforts in obtaining the agreement of 24 radio and television stations to refuse acceptance of bait advertising. "We hope he will be able to obtain similar agreements from newspapers which are not already committed to such policies," he said.

Officers for 1955

At the business sessions, Mr. Williams was re-elected president of Nersica. Others taking office with him include: J. I. Sargon, Allston, Mass., Eastern vice-president; Leo Mervis, New Orleans, southern vice-president; D. A. Chalmers, Chicago, mid-western vice-president; S. G. McCune, Portland, Ore., western vice-president; George Ferber, Jacksonville, southeastern vice-president. Don C. Lingenfelter, Roselle Park, New Jersey, was re-elected treasurer.

Next year, New York.

New Type of Roof Construction Used at Ford Motor Company Plant

A new type of roof construction which retards fire has been installed in the Ford Motor Company's new stamping plant, being built in Walton Hills, Ohio.

The new roofing method eliminates all combustible bitumen from the vulnerable area between the roof deck and the insulation. A study of recent industrial fires discloses that intense heat buckles the metal deck and quickly liquifies the bitumen immediately above

the deck causing it to drip through the joints and feed the flames.

At Ford's stamping plant, a cold, noncombustible adhesive material was used to secure fiber glass roof insulation to the steel deck. Then the roof was finished off in the conventional manner with plies of roofing felt and gravel.

Where a vapor barrier is necessary, a specially compounded fire resistant flexible material is fastened to the deck

with the same cold, incombustible adhesive.

The new method can also be used with clips.

General contractor is Gust K. Newberg Construction Company of Chicago and the roofing contractor is Industrial Roofing and Sheet Metal, Inc. of Cleveland. Construction work is supervised by the Ford office of plant engineering. A total of 370,000 square feet of roof insulation was used.

B.U. Roofing

(Continued from Page 13)

\$450 to \$600 depending upon the length and type of hose.

A pump reduces the time required for moving the "hot stuff" to the roof and thereby insures better temperature control at the time of application. It eliminates the use of buckets and hoisting of buckets to the roof. The dangers of fires and burns due to the accidental spillage is reduced or eliminated. Because of the recirculation, the possibility of overheating is reduced. Protection should be provided against the building and that adequate supports are provided for the supply and return lines to the top of the roof.

In order to reduce the hazards of explosion, pumps should always be operated from kettles and not directly from a tank truck or tank car. An experienced operator who is well acquainted with the entire mechanism is necessary to avoid pump shut down, due to mechanical failure of the motor. Such delays are costly due to the possibility of freezing the material in the supply and return lines. Where steel pipe lines are used, the local plumber's union should be contacted to avoid disputes over the jurisdictional rights for erecting, connecting and disconnecting the assembly. All lines and pump must be cleaned at the completion of a day's work.

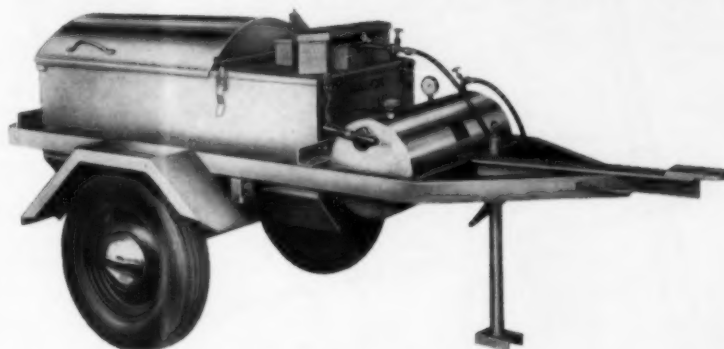
Kettles:

There is a tendency toward the use of larger kettles ranging from 275 to 500 gallons in place of a number of 80 to 175 gallon capacity kettles. Larger kettles will provide ample reserve of hot stuff with the temperature more easily controlled. A larger number of equivalent smaller kettles require more labor for constant attention for watching the individual temperatures. Capital investment per gallon

All New SPEED-MASTER

MELTING KETTLE

New Engineered Refinements and Extras as Standard Equipment at No Extra Cost



New
for
Better
Service

Speed-Master
furnished to burn
kerosene or light
furnace oil #1;
also to burn
bottled (L-P) gas.

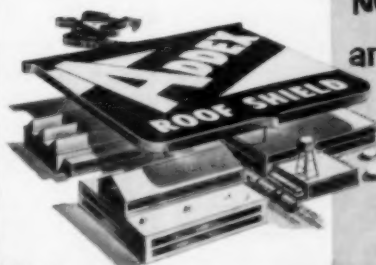
- Hauck fire-box steel firing tube.
- Hauck heavy duty heating tube system, the biggest advance since the development of the tube type kettle.
- Chassis frame improvements for faster, safer, easier mobility.
- Stack tubes insulated full vertical length against excessive temperature.
- Design features for faster melting and draw-off of material.
- Comfort, convenience, cleaning and protection features for workmen.

Speed-Master Kettles are made in standard sizes of pneumatic-tired trailer models—55, 80, 115, 165, 230 and 330 gallon capacities. Skid or leg models—40, 55, 80, 115 and 165 gallon capacities.

Write for Bulletin 1058-C

HAUCK MANUFACTURING CO.

103-113 TENTH ST.
BROOKLYN 15, N. Y.



Write for
Complete Information

NEW Heavy Duty
Adnex Roof Shield

NOW...

and for the years ahead

Specify ADDEX Roof Shield

Field-tested — Time-proven

Developed exclusively as a
roof maintenance product

LABCO
INCORPORATED

10315 WILBUR AVE
CLEVELAND 6, OHIO

CONVERT YOUR LADDER To a 100-lb. POWER HOIST

Electric Power Hoist 110V, 60C, less Pulley and Frame. **\$108.00**

Gasoline Power Hoist only **\$137.50**

Ladder Hoist Frame **\$19.50**

Hoist stand available for hoisting without ladder. Can be used for loads up to 200 lbs.

• Far lower cost than any comparable power hoist equipment!

• Easily set up for operation in minutes!

• Anyone can operate it with one hand!

500 LB. CAPACITY HOIST and swinging Roof Beam now Available. Hoist... **\$219.00**

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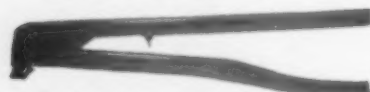
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of capacity is also reduced. For example, a 300-gallon kettle costs approximately \$1150 and a 500-gallon kettle \$1495.

The value of a good kettle cannot be underestimated as it is one of the controlling factors in affecting the quality of the roof. Overheating the bitumen beyond the manufacturers' recommendation will materially reduce the life of the roof. Many operations involving labor are eliminated through the use of well-designed, temperature-controlled, and ample capacity kettles.

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Many types of carriers for use on the roof are available for transporting the materials such as "hot stuff", felts, gravel and insulation. These carriers are equipped with oversized tires to prevent roof damage. Both uninsulated and insulated containers for transporting the "hot stuff" are all available.

Different types of portable "hot stuff" dispensers are available for use on the roof to reduce the time consumed in the transportation of materials. These labor-saving devices speed up the construction work and reduces the cost of labor. They also conserve the energy of the workmen so that efficiency is upheld throughout a whole day.

Gravel Spreaders:

Due to the type of materials involved, gravel spreaders are necessarily heavy when filled to capacity. The wheels should be adequately protected so as not to damage the roof and the load uniformly distributed. Roof load design should be ascertained so as not to cause roof overloading because of the combined weight of the motorized equipment and gravel. Job conditions will dictate whether or not gravel spreaders are preferable to hand application. In some cases substantial savings can be realized, whereas in other, there may be no material advantages. Obviously, this is a labor-saving device which will reduce costs especially on larger jobs.

Mechanical Scrapers:

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a minimum by wetting down a roof. Precautions must be taken before using the machine. Guard against the possibilities of causing falling ceilings, and disconnection of electrical wiring and so forth or similar damages on the interior of the building.

Bulk Hauling Tanks:

Bulk hauling of the bitumen is being done in certain areas. Because of its capital investment, this equipment is not yet in universal use and is slowly being adopted throughout the country. It is somewhat a revolutionary step in mechanization and it indicates the advancement and progress in the industry. Obviously, its use can best be applied to large scale operations. However, a careful analysis must be made to determine whether or not it will be a profitable investment and establishment of a minimum size of jobs to which it can be applied. It may also be profitable, to groups of smaller jobs or combinations of jobs which are being applied simultaneously. Primarily it is dependent upon the types of operation, the roofer is particularly engaged.

Bulk haulage tanks are generally in two classifications; semi-trailer or truck-mounted units. The capacities range from 600 to 5000 gallons. Different city and state laws governing maximum loads will limit the size which may be used. The savings which may be expected are from (1) reduced hauling expense or cost of material on the job, (2) savings in man-hours for handling cold materials in drums on the job and preparing it for the kettles (3) no waiting period on the job due to melting down or allowing time for the hot stuff to attain the necessary temperature, (4) possible fuel cost savings as the material is delivered to the tank heated, and it only requires heat to maintain the desired temperature, (5) direct storage to job delivery thereby reducing handling.

The investment in bulk haulage tank vary over quite a range. The truck mounted unit costs approximately \$1700 plus the cost of the truck chassis. The semi-trailer unit costs approximately \$6000 plus the cost of the tractor for hauling it. One tractor may be used for a number of semi-trailers which will reduce the overall unit cost.

Materials should be received in well insulated rail tank cars and shipped to a siding where steam is available. The steam pressure should be high



Books

Building Insulation. by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

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enough to maintain the material at 350°F. or more. Mobile tank cars heaters are available. This extra operation must be added into the cost of the material delivered to the job. For safety reasons, an engineer who is experienced is required for handling the materials from the rail tank car to the tank truck to avoid any possibilities of serious explosions. Under no conditions should heat be applied to the tank car—rail or truck—when the material is below the coils. Vapors may be formed above the materials and the heat from the uncovered coils may be sufficient to ignite the vapors and cause an explosion. Safety valves, thermostatic controls and other safety devices must be furnished as a safeguard. State and local highway laws must be investigated for total weight and distribution of wheel loads.

Maintenance expense, truck operation expense including driver, overall liability insurance especially required for this equipment, and amortization of the investment are some of the items which must be considered.

Hoists and Elevator Types of Equipment

There are many types of hoisting equipment which are available for hoisting the materials to the roof. Height of roof will limit the use of some equipment. Development of a simplified elevator type of equipment has been made and is available at a reasonable cost. Power hoists of many types are available such as the self-contained beam and hoist. Mobile hoists as a permanent part of a truck is another type which has certain advantages because of its mobility. Self-contained power conveyors have been introduced for ease of materials handling.

Only a few types have been discussed and the range of cost is dependent upon the type desired. The advantages in savings of labor costs and time is self-evident for this type of equipment.

Conclusions:

The preceding discussion has covered many phases of mechanization for the built-up roofing industry. Under most circumstances, the use of machines in the applications of built-up roofs will reduce cost through savings in time and labor. However, one of the more important factors is improving the quality of the roof. This is

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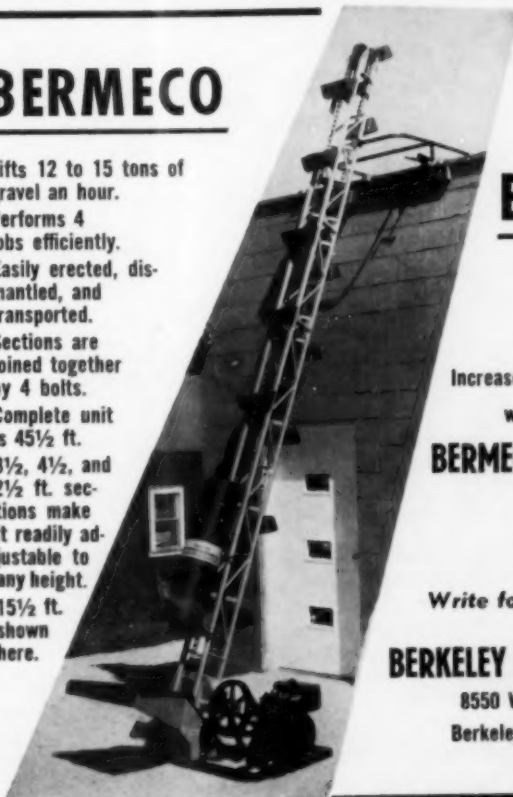
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accomplished by closer control of operations which the machine will provide and the elimination of the variability due to the human element. It also reduces the opposition to this type of work by workmen because it takes away the fatiguing and back-breaking efforts which have been in existence in the past. Greater cooperation will be attained from the workmen and the overall efficiency of his efforts will be increased. Hazards of the industry will be reduced, and improved relationship between employer and employee will be attained. More time will be available by the experienced roofers whose know-how can be distributed to supervise the work instead of confining his labors to actual application.

Men of less experience can be trained more quickly to operate the equipment and yet be assured of a quality job which will meet specifications. Delays due to bad weather will not be as effective or serious due to increase in speed with which roofs can be applied. In other words, the ratio of the time lost due to bad weather to the number of squares laid in good weather will be reduced. Although the information available on costs and savings is practically non-existent at this time, figures which have been made available indicate an overall savings of 25 to 30 percent may be anticipated through the use of machines. In some cases, depending upon the type of operation, the savings in cost may be 50 to 75 percent or more. Each roofer must use his own judgment and make his own analysis to arrive at the savings anticipated.

As in any field of endeavor, there are certain precautions and expenses which must be taken into consideration. A roofer as in any well organized business—and the roofing business is no small business—must keep an accurate accounting of the expense incurred on a particular job. Only from such records can be determined his actual costs under different job and operating conditions.

Capital investment is a major item and a single piece of equipment should not be purchased if its full utilization is not effective because of delays due to hand operation elsewhere on the job. To obtain full utilization, a combination of a number of mechanized equipment must be used to obtain the full impact of the savings realized. This is important—and should be viewed with serious consideration.

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However, some equipment can be purchased which is not interdependent on other equipment for effecting its full savings.

Maintenance and a crew which realizes the value of machines is important. Equipment maintenance may be extremely high and its useful life may be short if a crew is careless with the equipment. Long and frequent delays which are costly may be incurred also. A good conscientious supervisor can save many times his actual salary in being responsible for the overall operation and maintenance of the equipment.

Unions both local and national should be consulted to obtain their reactions before heavy investments are made. They may have to be sold on the facts to show that the end result will provide better working conditions and possible increased employment.

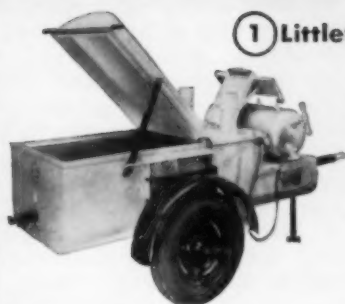
The irony of it is that here is a union that won't let mechanized equipment come in obviously because they think it is going to reduce employment. Yet, that same union is affiliated with a union where the whole industry is mechanized. Where does the philosophy come in? It is all right here, but not all right here.

Skyrocketing labor costs without any allowances made to temper these costs with increased productivity can eventually ruin an industry. In the present day and age, when necessity requires, new means are found through research and development for substitutes when prices become extremely high to warrant such substitutes. High costs may require drastic changes in design which today appear impossible but in the future will appear reasonable.

Local and state codes must be investigated to be certain there are no violations. Local fire departments covering permits for use of different equipment should be contacted. Power equipment may require special engineers to operate. Hoisting engineers unions should be consulted. Maximum height of hoist and power required may be governed by regulation. Determine whether or not the equipment design meets the requirements set for the particular location it is to be used.

Provide adequate protection on buildings to guard against damage at hoisting locations covering spillage or breakage. Overloading of equipment must be avoided to prevent injury or damage. Roof protection may be

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necessary by the addition of planking in some cases where heavy equipment is used on the roof. Liability insurance for protection against property damage, fire, wind damage, explosions and injuries or death to bystanders or workmen must be adequate. It is not the intent to discourage the use of mechanized equipment but only to bring out the absolute facts on some of the most important points which must be considered. All business has to contend with the same type of details and therefore these are not peculiar to the roofing industry.

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Mechanization represents progress and the roofing industry must be complimented on their progressive attitude. It indicates that they are facing the big problem of rising labor costs and are taking action to counteract it as other industries have succeeded in doing. The success of mechanization of the built-up roofing industry is the responsibility of both the roofer and the equipment manufacturer and dealer. New equipment no doubt will be continually developed following the experience in the use of equipment now in use and available. Continued improvements can be expected and past history has shown the advantages in all lines of industry.

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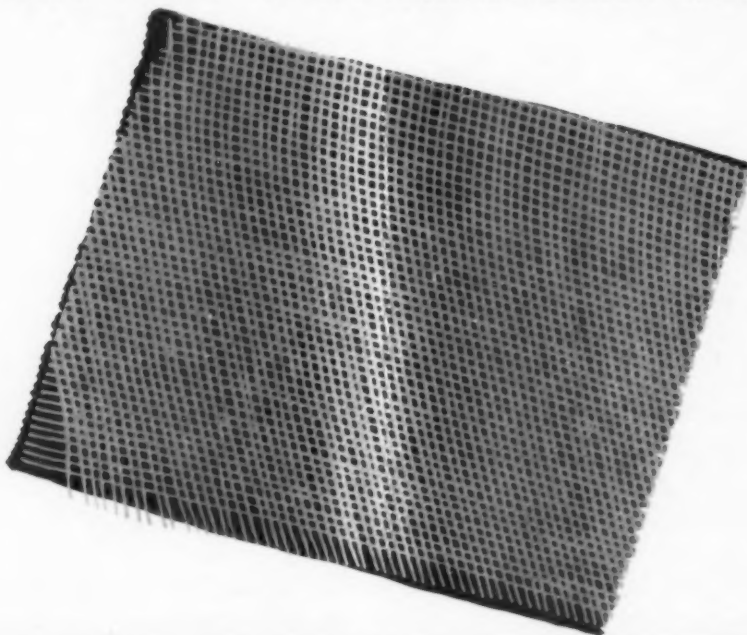


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